



Old Colony FURNITURE

by
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OLD COLONY FURNITURE



IF you pride yourself on your home . . . and if you enjoy entertaining in cheerful, charming surroundings, we think this little booklet will prove interesting. May we hope, too, that it will offer some suggestions for your decorative problems? OLD COLONY Furniture is produced by one of the oldest and largest manufacturers in America . . . the Heywood-Wakefield Company. Its reputation for quality dates back to 1826, when the original Heywood brothers began to make a few chairs each day in a little shed adjacent to their father's farm in Gardner, Massachusetts. Today, one hundred and eleven years later, we believe that OLD COLONY Furniture preserves that heritage of quality passed down through the years.

HEYWOOD-WAKEFIELD

ESTABLISHED 1826
GARDNER, MASSACHUSETTS

OLD COLONY IS

Livable

FRIENDLY FURNITURE
THAT LENDS WARMTH AND
CORDIALITY TO *Every*
ROOM IN THE HOME

OLD COLONY is simple, livable furniture which retains all the charm of Early American craftsmanship. To the fine, symmetrical designs which our forefathers achieved, OLD COLONY Furniture brings a new, luxurious measure of comfort . . . a comfort which is desired by hostesses and appreciated by guests in these days of extensive, gracious entertaining.

Homemakers and decorators enjoy furnishing with OLD COLONY Furniture because of its broad variety. There are not only the usual, expected types of living room, dining room, and bedroom pieces . . . but, in addition, there are practical, interesting designs which will enable you to create distinctive, decorative "touches" throughout your home.

The majority of pieces in the OLD COLONY line are fashioned from selected stock of clear, close grained, hard Yellow Birch, a beautiful American wood which has always been associated with furniture making since the early Pilgrim days. While the Yellow Birch is an exceptionally hard, durable wood, its fibres have extraordinary resilience. Hence, this fine furniture wood is better fitted by Nature to absorb (and not show) mars, dents, and bruises which are apt to occur in use. On some of the less expensive OLD COLONY pieces, we use a good grade of Northern Maple, another hard wood long associated with furniture making.

The finish (Priscilla Maple) that we use on OLD COLONY pieces, has a warm, inviting appearance which is so definitely characteristic of fine furniture. Its smooth, lustrous surface and soft, mellow color are the result of hand-blending, plus the best obtainable materials.

OLD COLONY is rugged, honestly built furniture which you will treasure through the years. We believe that it upholds the reputation for fine furniture established by the Heywood Brothers in the early days of 1826.



in this group . . . the C 3204 B barrel chair and the C 3118 G coffee table. The design details of these pieces are noteworthy. The barrel chair has a thick, comfortable channel type of back cushion.



TOO MANY *rules* MAY SPOIL THE ROOM

THERE aren't so many rigid rules for successful, distinctive living rooms . . . but a few *are* important. *First*, make it cheerful, inviting. Concentrate on a few "centers of interest" where you and your guests are sure to be comfortable. Convenient end and coffee tables are always appreciated by guests who "just don't know what to do" with the cocktail, hors-d'oeuvres, and demi-tasse. *Second*, allow for freedom and ease of movement to and through the room. *Third*, for the best "impression", always build your decorative scheme up to the most interesting and important spot . . . the fireplace or that interesting window which looks out upon the garden, river, or distant mountain.



The slope top desk is our C 2958 W and the well-filled bookcase, our C 2579.

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above, it's a bookcase chairside, or end table... C.2478.

to the right, the ever popular and practical butterfly, drop-leaf table, ... C 2116 G. top (open) is 26½" x 28¾".



SMART, *little* PIECES CAN PROVE A *big* HELP IN SUCCESSFUL DECORATING

WHICHEVER style of living room you plan, enlist and enjoy the help of those little but important and convenient occasional pieces such as chairside, coffee, end, and lamp tables. They won't cost much and they'll add oodles of comfort as well as decorative "finesse." Only a few Heywood-Wakefield "little pieces" are illustrated in this book, but the better stores can show you many more.

to the left, on the opposite page, our C 2964-66 davenport . . . arm chair, C 2964-C and coffee table, C 2954-G. The upholstered pieces have a rugged, distinctive character. Seat cushions are triple thick with double spring units.



to the right, and on this page we show a charming OLD COLONY Love Seat, the C 3204-42. It has reversible, spring filled back and seat cushions. The snap-on side pillows are removable. In front of the love seat is a drop leaf table, the C 2116 G.



OLD COLONY PIECES HELP YOU TO *turn* MANY A DIFFICULT DECORATIVE *corner*...

CORNERS are often the most difficult places in the living room to decorate in logical, yet attractive fashion. Pieces, such as the one shown to the right, prove *boon* companions to chairs and davenports, which, of course, can stand on their own decorative legs. The love seat, in reality a short davenport, is another adaptable piece which charmingly answers many a decorative problem. It "perks up" those short wall spaces, looks ever so inviting near the hearth or in well arranged reception halls, libraries, and studies.



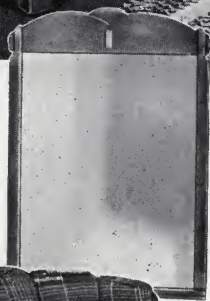
equally "at home" in Living or Dining room is this corner cupboard . . . our C 2468



the C 2965-63 davenport and C 2485 G coffee table are shown to the left. The coffee table has butterfly drop ends and opens to 42" x 18". The davenport measures 63" between the arms. It is upholstered with reversible spring filled seat and back cushions, a practical feature which homemakers appreciate.

IT *should* BE CHARMING
IT *must* BE COMFORTABLE

VISITORS always *admire* a charming, well planned living room . . . but they do so *enjoy* a really comfortable one. For most of us, it is difficult to exchange sparkling "repartee" while we twist and squirm on small, uncomfortable, stiff-backed chairs. Unquestionably the reason for the immense popularity of OLD COLONY Living Room Furniture is in its comfort. It preserves those quaint, simple lines of good Early American design . . . but it common-sensibly adds the comfort and luxury of modern springs; thick, deep cushions; properly pitched backs. The C 2965 upholstered pieces, on this page, afford the restful comfort which is conducive to interesting, congenial conversation.



C 3133 is the number of the quaint frame mirror. It is 26" x 20". The channel cushion barrel chair is our C 2965 B. There's a matching wing chair, too, with plain spring cushion back.



to the right, our C 3203 R the most comfortable chair yet achieved by man. It's a real "Sleepy Hollow" with triple thick, spring filled cushions. The broad arms with double pierced supports and the "hand hewn" legs are distinctive details. The leg rest is C 3203 LR.



MAKE EVERY CHAIR A *Favorite* CHAIR

WHY is it that *one* chair becomes the "favorite" in so many living rooms . . . the chair that must be relinquished to father, mother, or the rich uncle? We may shrug our mental shoulders and say, "because it is the most comfortable." But, is that all of the answer? Isn't the "favorite" chair well lighted? Isn't there a convenient table next to it where one may easily reach for a cigarette or rest his tea cup between sips and conversation? After all, the little comforts contribute so much to the art of entertaining. In planning your living room, make every chair a "favorite" by arranging it as the central unit of a well lighted convenient grouping.



There's a quaint, Dutch Colonial feeling in the design of this wing chair. The butterfly, drop arms and the tall, graceful wings are in excellent proportion. Both the seat and back cushions are reversible, a feature which assures extra wear. The number of this OLD COLONY wing chair is C 3254 C.

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Beauty



THERE'S just the right amount of wood trim on this sofa to "tie in" gracefully with the other pieces in your living room. The rest of it is sheer, enjoyable, luxurious comfort! It's roomy, too . . . 66 inches inside of the arms and the high, spring upholstered back is restfully pitched. Many decorators prefer to build their room schemes around the sofa because it is such a large and important piece. When this plan is followed, the selection of upholstery is particularly important because the color and pattern of the fabric "set" the general "tone" of the room. The sofa above, our C 3211-66, is covered in a splendid Colonial tapestry with a small leaf motif. There is a wing chair to match this sofa. The drop leaf table is our C 2116 G.



The little table to the left must have that certain something because our good friends, the retailers, keep right on ordering more and more for their customers. It's a versatile design which serves well as a chairside, end, small lamp, coffee, or tray table. The pierced hand grips make it easy to handle or carry. The oval top shelf measures 24½" x 14". The number, C 2950 G.

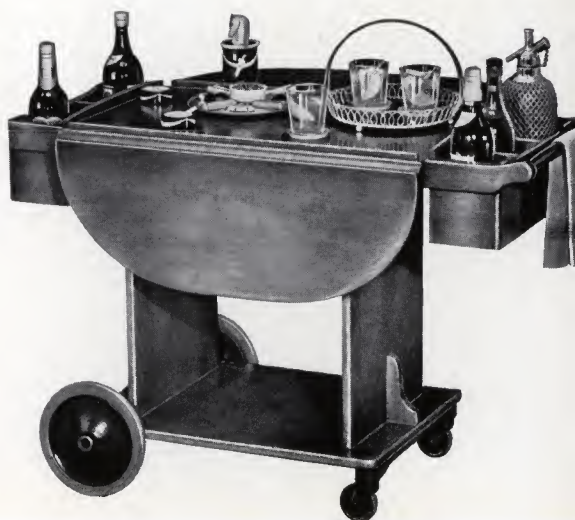
THAT ADDS

Comfort



ANOTHER interesting sofa which employs authentic turnings and a curved front stretcher. The curved arm is broad and well shaped for comfort. The reversible spring filled seat and back cushions will be appreciated by the practical homemaker. This sofa, the C 5204-65 is part of an unusually fine group of pieces. These include matching arm chair, wing chair, deep barrel chair, morris chair, and leg rest. The sofa shown is 65" between the arm posts. The coffee table is our number C 5118 G.

And to the right . . . a big, roomy, usable cocktail wagon with drop sides, six bottle compartments, lower shelf, and even a place to hang the bar towel! When those drop leaves are up, ready for use, you have a working top—(alcohol proof, of course) 30" x 41" on which to prepare the old fashioned, canapes, caviar, or cheese delights. The disc wheels in front, and the swivel, ball bearing casters on the back assure free, easy wheeling at all times. The initial cost of this good looking cocktail wagon is most reasonable, as your favorite store will tell you. The upkeep is something over which we have no control and for that reason we cannot guarantee how many cheery smiles you will get to the gallon. Those who entertain frequently will, however, derive much enjoyment from this useful accessory. The number is C 5119.



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this interesting grouping includes our C 5203-42 Love seat . . . matching arm chair (with magazine racks) C 5203 C. The Coffee table C 2485 G, is a drop-end style which opens to 42" x 18".

Colonial ALWAYS IN STYLE

LIKE Tennyson's immortal brook . . . the appeal of Colonial furniture "goes on forever". Where faddish fashions have had their "fleeting moments" . . . Colonial designs have spread their inherent charm and loveliness down through the years. Colonial furniture was "in style" when our forefathers first created it several hundred years ago. It is "in style" today, and its graceful symmetry should most certainly appeal to future generations. You can decorate in Colonial with the assurance that what you do . . . what you *create*; will have lasting acceptance by people of taste. That is one reason why good Colonial pieces . . . well styled . . . honestly built . . . flawlessly finished are never expensive, when considered as a lifetime investment in charming home decoration.

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THIS attractive kneehole desk (our C 2596 W) is finished on the back as well as on the front so that you may expose all of its lovely lines to your guests. It's a good "workaday" style too, with seven roomy drawers and a 42" x 20" top. The "Captain's" chair beside it is our C 3566 C.

A TALL, stately chair and a fireplace are practically inseparable in the planning of any living room. This Chipendale wing chair (number C 3209 C) is not only tall and stately, but extraordinarily comfortable because of a webbed, spring filled back and seat. The flared wings, arm panels, and base "tie in" gracefully and unobtrusively with other all-wood pieces throughout the room. The number of the drop-leaf table is C 2116 G.

IN the lower right, a most distinctive version of the ever-popular Cape Cod chair (our C 3207 C). Large, rounded "mushrooms" adorn a rugged hand hewn arm post. Convenient drop leaves are on both sides. The high back, with removable, reversible pillow pad cushion assures ample comfort for even the "six-footer." That little lamp table finds plenty to do in a useful, decorative way in almost every room of the home. It "rounds" corners nicely . . . stands ready to serve beside a chair, looks well in the reception hall . . . and of course it's excellent for just holding lamps, too! The number — C 3108 G.





A tall, dark wooden corner cabinet with a decorative arched top and four shelves. The shelves are filled with various items: a silver teapot and cups on the top shelf, a small figurine on the second shelf, a silver teapot and cups on the third shelf, and a silver teapot and cups on the bottom shelf. The cabinet has two doors at the base with metal handles.

corner cupboard above is our C 3230. The beautiful scrolls and "H" hinges are authentic. It is 30½" wide and 75" high.



the refectory extension table in the view to the right is our C 3216 G. It measures 34" x 48" when closed . . . 34" x 76" with the leaves extended. Ladderback side chairs C 2935 A and arm chairs C 2935 C are available with fibre or rush seats. Hutch-top buffet is C 3224-25. It is 45" wide and 69" high.



An Old Colony setting

FOR YOUR PRIZED heirlooms

YOUR buffet, china, or hutch cupboard should be an integral part of your decorative scheme. Bring out all of its grace and charm with colorful china; those prized "heirlooms" of which you are particularly proud. The practical dishes, table service, and such should be kept in the lower sections. Reserve the upper shelves (always in view while dining) for your better "display" pieces. It proves disconcerting to your guests (disrupts your decorative scheme, too) when the maid has to surreptitiously remove the "Spode" or "Wedgwood" during the meal, thus leaving wall pieces practically unadorned.



a beautiful china-top buffet with panel type doors, "H" hinges, and other noteworthy details. It is 45" wide and 71" high. The number of this fine piece is C 3227-26.

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to the left, and on this page, an interesting grouping which is given distinction by the rugged sawbuck table C 2553 G. The benches are numbered C 2552 . . . and that "captain's" chair at the head of the table is C 2366 C. The interesting hutch-server is our C 3219-21. It is 32" wide and 60" high.



to the right, on the opposite page, a stately grouping consisting of the C 2977 G refectory extension table . . . Hutch-top Buffet C 3228-29 . . . and the C 3257 series of chairs.

Old Colony MAKES IT EASY AND INEXPENSIVE TO CREATE DISTINCTIVE DINING ROOMS

TO the home maker who wishes to achieve a distinctive dining room, OLD COLONY Furniture offers a wealth of good, unusual designs at reasonable prices. There are "turned motif" . . . "hand-hewn" . . . and simple, yet authentic styles in tables, cabinets, and chairs. Each one does its decorative share in lending character to the dining room. The sawbuck table grouping shown above is indicative. It "dares to be different" yet it is in good taste. And . . . it fits the smaller, difficult-to-decorate room perfectly because the table top measures only 60" x 30". A safe rule to follow is that "in the small dining room we may and should be informal . . . in the larger one we must be more stately, more on our dignity," so to speak.



Old Colony

EQUALLY "AT HOME" IN THE SQUIRE'S MANSION OR THE NEWLYWED'S DUPLEX

Good Colonial pieces, of symmetrical line and in soft, mellowed finish, adapt themselves graciously to any size and type of dining room. One may find and enjoy Colonial furniture in dining rooms from Maine to California . . . in the large "ancestral" mansion and the modern, compact apartment. Colonial pieces appeal through their simple, traditional beauty created by master craftsmen and handed down through the years. That is why this fine furniture is ever widening its host of enthusiasts . . . why it has and will remain "in style" throughout many generations. The grouping pictured above is for larger, more formal rooms. The refectory table opens to 96" x 42". The hutch-top buffet is 54" wide and 70" high.

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above, the C 5220 server. Fitted with double door, storage compartment and large top drawer. It stands 31½" high and the top is 32" x 17". To the right is a swing-top table server, C 2025 G. Top, open, measures 32" square . . . and when folded 32" x 16".



"They also serve" THAT AMPLE HOLD LARGE TRAYS

THE server is one of those surprisingly practical items which we are sometimes prone to consider as a non-essential folderol. Yet, nothing in the dining room *can* contribute more to efficient, successful serving. Of course, we should make sure that the top is ample to accommodate a large tray. More than that, we should avoid over-decoration. A simple, colorful decanter; a lovely old vase or candlestand . . . any one of these provides the necessary decorative "highlight" yet leaves plenty of usable space. The two servers shown to the left are popular OLD COLONY designs.

to the left, on the opposite page is our C 2526 G butterfly extension table. It measures 36" x 50" open and 36" x 20" closed. Has convenient end drawer. The braced bow back chair is our C 3103 A. The hutch-top server (C 3220-21) is 32" wide and 61" tall.



to the right, on this page, are the following pieces: C 3218 G refectory table which measures 34" x 76" open . . . 34" x 48" closed. Side chairs are C 3233 A and the arm chairs C 3233 C. Buffet is C 3227 with top which measures 45" x 17 3/4". Note the distinctive "hand-hewn" design motifs on the chairs and table.



BREAKFAST NOOKS SHOULD NEVER BE *"shady"*....

POETS and song writers may need their "stormy weather" and "shady nooks," but we can well do without them in our homes. Such important places (call them dinettes, morning rooms, or what you will) require all of the sunshine and charm which we can possibly give them. Dinettes are usually smaller rooms. Here, we may decorate in colorful fashion with gay dishes, chintzes, flowers, and the like. Into the dinette, the warm, mellow color of OLD COLONY Furniture brings a touch of sunshine and a lot of charm. Try to leave as much open space as possible in the dinette. Remember that a crowded arrangement only serves to *accentuate* the smallness of any room. A pair of corner cupboards may solve your problem in a most attractive manner.



above is our most popular corner cupboard the C 2468. It's 23" wide and 65" high

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Chairs



AN interesting chair, well placed . . . will answer many decorative problems. In a console grouping; beside a desk or fireplace, the chair usually assumes (and deserves!) a position of prominence.

THE chair shown above is a noteworthy example of "hand-hewn" design. It is our number C 3234 A. The deep, shaped and saddled seat; unusual banisters in the back; and the quaint top rail with extending arm posts give it a most distinctive character. There is a matching arm chair, too.



THAT golden apple on the Hitchcock chair to the upper left, is applied from the same stencil pattern which we used 70 years ago! The Hitchcock illustrated was photographed in our special Rosewood Decorated finish. This same chair, under the series number 2092 is available with or without arms. And . . . you may have it in Priscilla Maple, Rosewood, or Mahogany finish.

YES . . . it's a genuine old "Boston" rocker that you see to the left. And . . . the bamboo turnings; flat rockers; bent, form-fitting spindles; and deep, scooped seat are all there. This C 2538 D (*that's the number*) is one of those "homey" . . . quaint . . . characterful pieces which lend a definite note of authenticity to the traditional Colonial room.

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R

FOR MANY DECORATIVE OCCASIONS

Hence, we must avoid ornate styles which might "quarrel" with other pieces. Authentic, true-to-type patterns (such as shown on these two pages) will "dramatize" the decorative scheme simply and effectively.



FOR desk, dining, reception hall use . . . and for just lending a stately note to the decorative picture . . . the "ladderback" is always appropriate. That *three-ladder* style, to the right and above is our C 2953 AF. It has a woven fibre seat. We have a *four* and a *five-ladder* style also. The latter is available with either fibre or hand woven genuine rush seat.

THERE are many excellent design points in the beautiful bow back (C 2291 AF) shown to the upper right. The spool and bulb stretchers; swelled spindles; graceful, grooved bow; fiddle braced back; and splendid "rake" or "splay" of the legs are features which the connoisseur admires. The woven fibre seat is 16½" wide.



C 2425 C is the number of the nine-spindle arm Windsor to the right. That heavy saddle seat with deep scoop follows the shape and lines of a prized museum "original." Note the double swelled cross stretchers and the graceful arm motif. It's a Windsor you'll be proud to own . . . and you'll find it surprisingly comfortable.



there's a tangy flavor suggestive of rockbound coasts; fine, old weather-beaten cottages, to the design of all pieces in our "Gloucester" bedroom group. The six-drawer vanity to the left, on this page, is C 3134 . . . round mirror above it . . . C 3135 . . . bench C 3137.



to the right, on the opposite page, an interesting ensemble of our "Gloucester" bedroom pieces. The bed (C 3130) is available in twin 3' 3" or double 4' 6" sizes. The 5 drawer chest is C 3132 . . . mirror C 3133 . . . dressing table C 3136 and bench C 3137. The night stand, (just peeping out between the twin beds), is C 3138.

Old Colony *friendly* SPREADS A WARM, GLOW OVER THE WELL-DECORATED BEDROOM

Most decorative experts say, "Make your bedrooms individual. Let them express your personality!" With that premise we are in hearty accord, but most of us have several "sides" to our personality! So . . . let's be sure to reflect the bright, sunny side of our make-up when we start to decorate the bedrooms. The mellow color of OLD COLONY Furniture will create that much-to-be-desired "sunshiny" atmosphere. For . . . this friendly, livable furniture has a warmth, a cheerful tone that enlivens . . . adds decorative sparkle to these *personal* rooms of the home. In the grouping above is the vanity from our "Gloucester" suite. Most women appreciate its roomy top (44" x 18") and, of course, they can always find "*more things*" to stow away in its six convenient drawers. Companion "Gloucester" pieces are illustrated on the opposite page.



Old Colony IS SIMPLE RESTFUL FURNITURE WHICH *enhances* YOUR TASTEFUL ACCESSORIES

ACCESSORIES . . . tasteful ones . . . "make" the successfully decorated bedroom. They need simple, restful furniture as a foil for their gay and cheery colorings . . . their bright design motifs. Stiff, formal and elaborate pieces in dark finishes either limit us to austere whites or suppress our very human desire for a little *color* in the room where we are supposed to greet the new day in a sunny, "at-peace-with-the-world" mood. OLD COLONY is popular for bedrooms because this simple, friendly furniture enhances gay accessories . . . permits you to express decorative warmth and charm through colorful chintzes, candlewicks, linens, ruffles, and flounces. The "Gloucester" chest in the view at the top of the page is 56" x 19". That's a roomy dressing table, too, (38" x 17" top).

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C 3129 DD
convertible
double deck
bed . . .
C 3128 Night
Table.



The mirror above is our C 3123 . . . size
25 1/2" x 31 3/4". The chest is C 3122 . . .
top measures 36 1/2" x 19". It's 44" high.

Guest ROOMS SHOULD HAVE ALL THE COMFORTS OF *home*

THE secret of successful entertaining is aptly expressed in that trite, yet true axiom . . . "Make your guests feel at home, away from home." Guests are human, even as you and I. They usually have tastes somewhat similar to ours, else we would not invite them! So . . . for that guest bedroom, let's promise never to fill it with left-over, "demoted" and out-moded pieces which more fortunate rooms have cast off. Instead, we should offer to our guests a comfortable bed, a convenient night table . . . reading lamp . . . magazine, short-story book . . . cigarettes . . . perhaps a carafe set to quench the thirst of the tired traveler. Of course, there should be a chest, and a well-arranged dressing table or vanity. If size permits, a reading chair will add another "home" touch.

to the left, on the opposite page, are pieces from the "Cape Codder" bedroom suite. The C 3129 DD, Double Deck Bed is easily converted into a pair of twin beds, if desired. Guard rails on the top are detachable and the ladder is removable. Over-all height of bed is 76". The night stand is C 3128

on this page are several interesting pieces from the "Virginian" bedroom group. Shown to the right are . . . C 3240 poster bed, available in twin (3' 3") or full (4' 6") sizes . . . the C 3241 dresser with top 42" x 20" . . . mirror C 3243 . . . and a most unusual night stand (C 3248) which suggests a small slope top desk. The compartment is roomy as well as practical.



Young FOLKS DESERVE A BEDROOM THEY WILL *remember*

How many of us decide to "wait until the children grow up" before furnishing their bedroom with good pieces! But, the years have a habit of slipping by swiftly. Before we know it, the room which we "resolved" to do so attractively is strangely quiet . . . its occupant away at college . . . married . . . carving out a career in some distant city. Their own bedroom, in which they relax, study, live for so much of their time, is mighty important to most young folks. So, please, let's not "wait." Just as soon as you can afford it, give them a cheerful bedroom which they will always remember, fondly and happily. And . . . if you select good Furniture, it will retain its original beauty for years.



the mirror above, C 3243 with 22" x 26" glass. The chest, (C 3242) is 44" high with 34" x 20" top.

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IN addition to OLD COLONY Furniture, the Heywood-Wakefield Company manufactures a wide diversity of products. These include: Streamline Furniture styled in modern fashion . . . Modern Upholstered Furniture . . . Stick Rattan and Fibre Furniture . . . all types of Baby Carriages . . . Office and Institutional Furniture . . . Railway, Bus, and Airplane Seating . . . Theatre, Baseball, Racing Park, and Arena Seating . . . School Furniture . . . Cocoa Brush Door Mats and Matting . . . as well as many fibre, cane, and reed products for a multitude of uses.

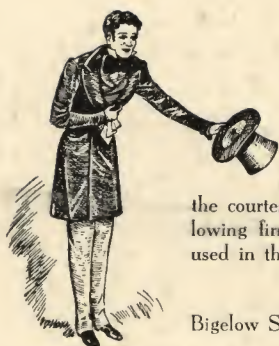
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